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Report from Philip Morris

Smoke Cracked.

Researchers isolate key flavor ingredients of tobacco in cigarette smoke—pack 'Enriched Flavor' into new MERIT.

By "cracking" cigarette smoke down into its various 2000-plus ingredients, researchers at Philip Morris have discovered certain "key" ingredients that deliver taste way out of proportion to tar.

By selecting those ingredients of proven high flavor yet low tar delivery and adding them to tobacco, we're now able to pack flavor—extraordinary flavor—into a cigarette without the usual increase in tar.

The discovery is called 'Enriched Flavor.'

It's extra flavor. Natural flavor. Flavor that can't burn out, can't fade out, can't do anything but come through for you.

The cigarette is 9 mg. tar MERIT.

If you smoke, you'll be interested.

Taste-Tested By People Like You

9 mg. tar MERIT was taste-tested against five current leading low tar cigarette brands ranging from 11 mg. to 15 mg. tar.

Thousands of smokers were involved. Smokers of filter cigarettes like yourself—all tested at home.*

Even if the cigarette tested had up to 60% more tar, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much—or more—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now you've got the cigarette.

MERIT.

Unheard-of smoking pleasure at one of the lowest tar levels in smoking today—only 9 mg. tar.

From Philip Morris.

*American Institute of Consumer Opinion. Study available free on request.

MERIT and MERIT MENTHOL

9 mg. "tar" 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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